I claim:

1. A method of obtaining information from a prospect comprising the steps of:

a) providing an information entry processor;

b) offering a prize in exchange for the entry of information about the prospect into said information entry processor;

c) sending said information to a central server; and

d) sending the prospect a reply to said entry of personal information.

2. The method of obtaining personal information from a prospect of claim 1, wherein:

said reply being a letter sent through the postal service.

3. The method of obtaining personal information from a prospect of claim 1, wherein:

said reply being an e-mail message.

4. The method of obtaining personal information from a prospect of claim 1, wherein:

said information being personal contact information.

5. The method of obtaining personal information from a prospect of claim 1, wherein:

said information being answers to a set of survey questions.

27

6. The method of obtaining personal information from a prospect of claim 5, wherein:

said survey questions being customizable by a party asking said survey questions.

7. The method of obtaining personal information from a prospect of claim 1, wherein:

said information entry processor including an internet access device connected to an internet web page, said internet web page sending said personal information to said central server.

8. The method of obtaining personal information from a prospect of claim 1, wherein:

database management software enabling a party to manipulate various different parameters describing each prospect and the time when the prospect made their entry of information.

9. The method of obtaining personal information from a prospect of claim 1, wherein:

database management software enabling a party to edit questions asked of the prospect.

10. A system for obtaining information from a prospect comprising:

at least one information entry processor facilitating the entry of information, said information being converted into an electronic file;

a central server receiving at least one electronic file from said at least one information entry processor, said central server entering each said electronic file into a database; and

a mail fulfillment house receiving a plurality of electronic files from said central server, said mail fulfillment house mailing a reply letter to each person listed in said plurality of electronic files.

11. The system for obtaining information from a prospect of claim 10, further comprising:

database management software enabling a party to manipulate various different parameters describing each prospect and the time when the prospect made their data entry.

12. The system for obtaining information from a prospect of claim 10, further comprising:

database management software enabling a party to edit questions asked of the prospect.

13. A system for obtaining personal contact information from a prospect comprising:

at least one internet access device facilitating the entry of information, said information being converted into an electronic file;

an internet web page being connected to said at least one internet access device; and

a central server receiving at least one said electronic file from said internet web page, said central server entering each said electronic file into a database, said central server sending a reply to each person listed in said plurality of electronic files.

14. The system for obtaining personal contact information from a prospect of claim 13, further comprising:

said reply being a letter sent through the postal service.

15. The system for obtaining personal contact information from a prospect of claim 13, further comprising:

said reply being an e-mail message.

16. The system for obtaining personal contact information from a prospect of claim 13, further comprising:

database management software enabling a user to manipulate various different parameters describing each prospect and the time when the prospect made their data entry.

17. The system for obtaining personal contact information from a prospect of claim 13, further comprising:

database management software enabling a party to edit questions asked of the prospect.